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6. The adhesive tape as claimed in claim 1, wherein the self-adhesive composition (N1) is masked with a release material (L).

7. The adhesive tape as claimed in claim 6, wherein the release material (L) is provided with a slit (SC).

5 8. The adhesive tape as claimed in claim 7, wherein the slit (SC) is arranged at a distance of 5 to 40 mm from that long edge (LK 2) of the adhesive tape which is opposite the long edge (LK1) close to which the double-sided adhesive tape (DO) is arranged.

Sub a2 10 9. The adhesive tape as claimed in claim 1, wherein the double-sided adhesive tape (DO) is 3 to 35 mm wide, especially 6 to 12 mm wide.

15 10. The adhesive tape as claimed in claim 1, wherein the cleavage strength of the cleavable system (P2) is 20 to 70 cN/cm, especially 22 to 60 cN/cm, very particularly 25 to 50 cN/cm.

20 11. A splicing method, in which an adhesive tape as claimed in one of claims 1 -10 is partly stuck behind the top paper or film web of a reel, while the double-sided adhesive tape on the rear side of the adhesive tape is for its part stuck to the web beneath it and therefore secures the top web, firstly only part of the release material possibly located on the self-adhesive composition being pulled off, so that that part of the self-adhesive composition needed for the splicing method is still masked with release material and, in this state, the reel has no free adhesive area, after which, in order to prepare for the splicing method finally, any remaining release material still present is removed, whereupon the new reel equipped in this way is placed beside an old reel which has been almost completely unwound and is to be replaced, and is accelerated to the same rotary speed as said old reel and is then pressed against the old paper or film web, the exposed self-adhesive composition of the adhesive tape sticking to the old paper or film web at essentially equal speeds of the paper or film webs, while at the same time the cleavable system cleaves and, with its remains, nonadhesively masks both self-adhesive compositions which were coated on said system.

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12. The splicing method as claimed in claim 11, wherein the adhesive tape is bonded to the running web at right angles or else at an acute angle of up to 45°, especially up to 15°.

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